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**Essence of Africa Heads to the Kenyan Coast for 2025 Edition**

**25 March 2025** - Following the successful inaugural event in Nairobi last year, Essence of Africa has announced its second edition will take place at **Diamonds Malindi** on the pristine Kenyan Coast from **7-9 October 2025**, marking an exciting chapter in the event's journey across East Africa.

The move, driven by valuable industry feedback, reinforces the event's original vision of showcasing diverse African destinations and further supports the growth of coastal tourism across the continent.

Curated by **On Show Solutions** and **ATTA® Events,** Essence of Africa is dedicated to showcasing the continent's diverse tourism offerings to the global market.

"Essence is truly on the move," says co-founderAmanda Margison. "By bringing this forum to Kenya's coast, we're expanding horizons and creating new opportunities for both buyers and sellers in Africa's tourism sector."

The 2025 edition will maintain its core focus on facilitating meaningful business connections through:

* Pre-scheduled meetings between international buyers and African suppliers
* Immersive networking events
* Educational seminars
* First-hand destination experience

“We will continue to lead with thought-provoking content sessions that deliver actionable insights to support tourism growth throughout Africa,” says Chris Mears, co-founder.

Malindi’s postcard-perfect beaches, Swahili heritage, and thriving marine biodiversity provide an ideal backdrop for tourism professionals to experience firsthand the unique offerings of East Africa's maritime tourism while conducting business in a spectacular setting.

Registration details will be announced in due course, with favourable early bird rates. Stay tuned for more updates as we prepare to bring Essence of Africa to the Kenyan Coast.

**About Essence of Africa:**

[Essence of Africa](https://essenceofafrica.travel/) is a private sector-led initiative designed to connect international buyers with African tourism suppliers. The event features pre-scheduled meetings, networking events, educational seminars, and familiarisation trips, providing a comprehensive platform for business development and collaboration.

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